07- 28- 03   2611

DOCKET NO.: BELL-0163 / 01330   PATENT
Application No.: 10/034,654
Office Action Dated: April 25, 2003

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

RECEIVED

JUL 3 0 2003

In Re Application of:

Scott R. Swix, et al.   Confirmation No.: 1792   Technology Center 2600

Application No.: 10/034,654   Group Art Unit: 2611

Filing Date: December 26, 2001   Examiner: Bui, Kieu Oanh T

For: SYSTEM AND METHOD FOR INSERTING ADVERTISING CONTENT IN
        BROADCAST PROGRAMMING

EXPRESS MAIL LABEL NO: EV325645760US
DATE OF DEPOSIT: July 25, 2003

EV3256457b0US

Mail Stop   ☒ NON-FEE
                 ☐ AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

REPLY TRANSMITTAL LETTER

Transmitted herewith for filing in the above-identified patent application is:

☐   A Preliminary Amendment.

☒   An Amendment Responsive to the Office Action Dated April 25, 2003.

☐   An Amendment Supplemental to the Paper filed   .

☐   Other: .

☐   Applicant(s) has previously claimed small entity status under 37 CFR § 1.27.

☐   Applicant(s) by its/their undersigned attorney, claims small entity status under 37
     CFR § 1.27 as:

☐   an Independent Inventor

☐   a Small Business Concern

☐   a Nonprofit Organization

☐   This application is no longer entitled to small entity status. It is requested that this be noted in the files of the U.S. Patent and Trademark Office.

☐   Loss of Entitlement Enclosed

☐   Substitute Pages   of the Specification are enclosed.

☐   An Abstract is enclosed.

☐   Sheets of Proposed Corrected Drawings are enclosed.

☐   A Certified Copy of each of the following applications: is enclosed.

☐   An Associate Power of Attorney is enclosed.

☐   Information Disclosure Statement.

     ☐   Attached Form 1449.

     ☐   A copy of each reference as listed on the attached Form PTO-1449 is enclosed herewith.

☐   Appended Material as follows: .

☐   Other Material as follows: .

FEE CALCULATION

☒   No Additional Fee is Due.

	REMAINING AFTER AMENDMENT	HIGHEST PAID FOR	EXTRA	SMALL ENTITY		NOT SMALL ENTITY	
				RATE	FEE	RATE	FEE
TOTAL CLAIMS	41	41 (20 MINIMUM)	-0-	$9 EACH	$	$18 EACH	$-0-
INDEP. CLAIMS	4	4 (3 MINIMUM)	-0-	$42 EACH	$	$84 EACH	$-0-
FIRST PRESENTATION OF MULTIPLE DEPENDENT				$140	$	$280	$-0-
☐ ONE MONTH EXTENSION OF TIME				$55	$	$110	$-0-
☐ TWO MONTH EXTENSION OF TIME				$205	$	$410	$-0-
☐ THREE MONTH EXTENSION OF TIME				$465	$	$930	$-0-
☐ FOUR MONTH EXTENSION OF TIME				$725	$	$1450	$-0-
☐ FIVE MONTH EXTENSION OF TIME				$985	$	$1970	$-0-
☐ LESS ANY EXTENSION FEE ALREADY PAID				minus	($)	minus	($-0-)
☐ TERMINAL DISCLAIMER				$55	$	$110	$-0-
☐ OTHER FEE OR SURCHARGE AS FOLLOWS:							$-0-
TOTAL FEE DUE					$		$-0-

☐   A check in the amount of **$ .00** is attached. Please charge any deficiency or credit any overpayment to Deposit Account 23-3050.

☐   Petition is hereby made under 37 CFR § 1.136(a) (fees: 37 CFR § 1.17(a)(1)-(4) to extend the time for response to the Office Action of   to and through comprising an extension of the shortened statutory period of   month(s).

☒   The Commissioner is hereby requested to grant an extension of time for the appropriate length of time, should one be necessary, in connection with this filing or any future filing submitted to the U.S. Patent and Trademark Office in the above-identified application during the pendency of this application. The Commissioner is further authorized to charge any fees related to any such extension of time to Deposit Account 23-3050. This sheet is provided in duplicate.

☒   The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 23-3050. This sheet is provided in duplicate.

☐   The foregoing amount due for filing this paper.

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    ☒   Any additional filing fees required, including fees for the presentation of extra claims under 37 CFR § 1.16.

    ☒   Any additional patent application processing fees under 37 CFR § 1.17 or 1.20(d).

SHOULD ANY DEFICIENCIES APPEAR with respect to this application, including deficiencies in payment of fees, missing parts of the application or otherwise, the U.S. Patent and Trademark Office is respectfully requested to promptly notify the undersigned.

Date: 7·25·03

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Alexandria, VA 22313-1450

Sir:

REPLY PURSUANT TO 37 CFR § 1.111

In response to the Official Action dated **April 25, 2003**, reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

☐   **Amendments to the Specification** begin on page   of this paper.

☒   **Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.

☐   **Amendments to the Drawings** begin on page   of this paper and include an attached replacement sheet.

☒   **Remarks/Arguments** begin on page 9 of this paper.

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